

## 3-Part Recruitment Message

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Try to use a three-part recruitment message that briefly details and describes what your organization is looking for in a volunteer for that particular opportunity. The recruitment message should be broken into the following three parts:

1. ***The statement of need*** should be drafted in two versions. First, create a version that's just for internal use; second, create a public version that's more compelling and "dressed up" to attract potential volunteers. You'll use this version in advertising materials.

Example of an internal statement of need: "Special Olympics needs a softball coach for spring league."

Example of an external statement of need: "They have gloves, bats, and softballs... but no coach. 75 boys and girls with developmental disabilities are waiting for a coach. Don't let them strike out. Join our Special Olympics Team!"

2. The next part of the recruitment message explains ***how the volunteer can help***. What can he or she provide? What hard skills and interpersonal qualities would make an individual a good fit for your organization? Be brief but explicit in terms of the most important qualifications.
3. Explain ***the benefit to the volunteer*** of working with your organization. People do not volunteer to get a paycheck. Each person has his or her own reasons, which are usually intrinsic; in other words, the volunteer gets some kind of internal satisfaction or gratification from their task. What might a person accomplish by helping your group? It might be helping a child learn to read, serving meals to those who cannot afford to buy food for themselves, or simply easing the burden on an overworked staff by helping with administrative work. A good way to think about the reward for a volunteer is by considering the reward for the person being served. For example, if a senior citizen gets a lift in his or her day by spending time with a volunteer as an adopted grandchild, the volunteer may also feel the lift of having brightened someone's day.

### Final Check:

- Does the message honor the volunteer?
- Is the message tailored to a target audience?
- Does my invitation include the needs of our clients?

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Examples:

**Statement of client need**

*Many Seniors in your community are not eating balanced meals and are suffering from malnutrition.*

**How to help**

*You can give three hours to chop, slice, spread, boil, wrap, and pack food with our chef and other great folks.*

**Benefits**

*Make a difference, meet new friends, and learn to cook in large quantities!*

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Every 15 seconds a woman is beaten in this country. Every 15 seconds her partner shares in her loss of self-esteem. Their children are learning how to behave in relationships. You can help stop this cycle of violence and learn valuable communication skills by serving as a volunteer with the Battered Women's Alternatives Hotline. In the next 15 seconds, you can make a difference!

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One out of five Americans can't read this message! By volunteering to teach an adult to read and write, you can open a world of opportunity for some who might otherwise be limited – stuck! We'll provide the training, you set the time and place of the lessons. Call Project Read at 555-877-5329.

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Many elderly in our community live lonely stretches without a warm smile or embrace. Your family could volunteer to "adopt" one of these senior residents. The members of your family will experience some rare quality time together while giving someone's grandma or grandpa a real lift.

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Infant car injury and death can be reduced by 75% with the use of infant car seats. You can make infant car seats available to new parents by volunteering to demonstrate these seats each Wednesday at North County Hospital. You will receive gratification from knowing you are helping to save the lives of our most valuable resource – our children.